



TOP 6 WAYS TO DOUBLE SPEAKER VALUE

A benefit from having placed thousands of speakers around the world – and working with some of the industry's most respected meeting planners on a daily basis – is that our “Best Practices” are grounded in real-world experience. Beyond that, we thoroughly test these practices and refine them to see what performs best and which scenarios require special attention from speakers and event planners. After booking your speaker, there are (6) overlooked ways that often make or break an event.

EFFECTIVE TIPS FOR MAXIMIZING THE VALUE OF EACH SPEAKER

1. RECEPTION

VIP guests often attend so increasingly speakers are asked to participate in gatherings before or after their presentation, for additional access and an added benefit

- Speakers prefer these events after a speech to stimulate conversation and topical interest
- Choreograph these events to educate speakers and to optimize opportunities for guests
- Create unique “meet and greet” opportunities between you and select VIP guests

2. MEAL FUNCTIONS

a meal function is a great value, when done properly, for added access

- For moderated interviews, create upfront interaction time for moderator/interviewer and the interviewee(s) to learn personalities and to explore potential topics of interest
- If it is a panel discussion, sit panelists at different tables for more audience interaction
- Many speakers may feel nervous prior to speaking and may avoid eating beforehand, not wanting, for instance, to stain their clothes or get food particles in their teeth

3. GREEN ROOMS

seasoned event producers know these are invaluable assets when done right

- Speakers are an investment and you want them to be at their best so creating an environment for speakers to gather thoughts and to mentally prepare is a no-brainer
- Many venues have such rooms, and creating an isolated environment where the flow of visitors can be controlled is key; for multiple speakers, create private time for each
- A TV/monitor with a live “feed” also helps speakers keep a pulse on what is happening, and many speakers often absorb what is being said for use in their presentation
- A light assortment of snacks (fruit, pastries, cheese) and drinks (water, soda, coffee) is also recommended

4. BOOKS/BOOK SIGNINGS

a MUST for popular authors is leaving the event with a memento

- Avoid disappointing audience members by having the author's book available at the event (either for purchase or pre-purchased, beforehand, on their behalf)

WWSG's Mission is to provide an unprecedented and unparalleled level of service, support and value in the global lecture industry. If you are ready to create a rewarding event for your organization, or should you have any questions regarding a speaker or event, please do not hesitate to contact us at **703.373.WWSG (9974)** or visit us at **WWSG.com**.



“The consistent professionalism and quality for the way Worldwide Speakers Group handles events shows they think of each detail and every contingency beforehand.”

- NEWT GINGRICH -
EXCLUSIVE SPEAKER AT WWSG

- The next most common request of an author is for him/her to personalize books; some authors do not relish this so it's important to set and agree to expectations upfront
- One best practice for personalizing books is to order custom bookplates, allowing the host organization to attach its brand to a statement where the author signs
- Personalized photos with the author take time and cause delays, so a table monitor [to help enforce this] and a posterboard sign can help; positioning a professional photographer nearby to capture VIPs or candid is a good compromise

5. PHOTO OPS

taking a photo with a celebrity or public figure is an exciting challenge but one often rued by speakers, as it can be overwhelming and intimidating if not well managed

- Discuss/plan photo ops early in the process as what seems simple may complicate your event, when factoring in the number of people, the format, and the timing required
- Multiple line monitors are typically required to keep the line moving, protect against line delays to accommodate guests taking pictures, and to temporarily hold guest items

- Having a professional photographer place the guests, snap the photo, and then move on to the next person(s) in line is undoubtedly a best practice
- If a photo-op is "Invite Only" pre-determine the screening method for determining who should be in line and who should not
- Also have a "Plan B" if you are planning to have photos taken outside or in an environment that is not stable or predictable

6. Q&A

a Q&A session attached to a presentation may be a terrific idea, depending on your venue, the structure of the session, and the nature of your audience and speaker(s)

- However, when not well planned and executed in an effective manner, a Q&A session can undermine the overarching success of the program rather than enhance it
- Try to avoid microphones placed throughout an audience with an expectation that potentially risk-averse audience members will approach that microphone to speak
- "Roving mics" or "mic runners" are often a better solution for larger settings, although make sure there are enough microphones to reach any audience member in seconds
- Having a person on stage to pick and choose questions is better than the speaker having to do this; audience plants should also be ready with questions, if there is a lull



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ABOUT WORLDWIDE SPEAKERS GROUP (WWSG)

Worldwide Speakers Group is a globally respected industry leader, featuring many of the world's most requested speakers. Our roster includes top business CEOs, thought leaders, political & world leaders, humorists, best-selling authors, accomplished executives, and industry scholars – who will educate, engage and inspire audiences with their unique insights and real-world experiences. To learn more, please visit www.wwsg.com.

Our exclusive roster of prominent political and international figures include such names as:

Dr. Sanjay Gupta, Henry M. Paulson, Jr., Gary Locke, Allen West, Carly Fiorina, Newt Gingrich, Sheila Bair, Robert B. Zoellick, Elaine Chao, Ray LaHood, Ash Carter, Ayaan Hirsi Ali, and General George Casey.